NATIONAL VOTER REGISTRATION DAY 2021 Final Report
Every year, millions of Americans find themselves unable to vote because they miss a registration deadline, don’t update their registration, or aren’t sure how to register. As a nonpartisan civic holiday celebrated every September, National Voter Registration Day seeks to make sure everyone has the opportunity to vote.

National Voter Registration Day’s success is made possible by volunteers and organizations from all over the country who participate in the single day of coordinated field, technology, and media efforts. National Voter Registration Day seeks to create broad awareness of voter registration opportunities to reach hundreds of thousands of voters who may not register otherwise.

Since its founding in 2012, nearly 4.7 million voters have registered to participate in a single day of the holiday.

4.7M
new or updated voter registrations across the country since 2012
In the holiday’s 10th year, National Voter Registration Day celebrated democracy by encouraging people to register and vote in their respective statewide and local elections across the country. While local and state elections may not receive the national publicity of federal elections, they greatly impact our daily lives, and this year’s holiday drove that point home. From funding schools and fixing potholes to setting standards for public health, local officials make decisions for our community every day.

Partners of all stripes and sizes turned out for the big day (September 28) including election officials, nonprofits, companies and brands, digital platforms, libraries, campuses and youth groups, sports teams, and more who hit the ground and the web to spread the word.

This report celebrates the work of the thousands of partners who made the holiday happen. Partners worked to build a stronger, more inclusive democracy by registering people to vote at their events, promoting voter registration information on social media, encouraging their employees to learn about upcoming elections, and more.
Sector Spotlight: Election Officials

Election officials make National Voter Registration Day possible with their support. By formally endorsing and championing the holiday, coordinating with community partners, and providing data to document the holiday’s impact, they send a message that voter registration efforts are vital for our communities. National Voter Registration Day is supported by the National Association of Secretaries of State (NASS), the National Association of State Election Director (NASED), the Election Assistance Commission (EAC), and the National Association of Election Officials (Election Center).
By the Numbers

On the heels of 2020, when more people than ever registered and voted in the presidential election, National Voter Registration Day continued this success by helping 233,571 people register or update their registration ahead of upcoming elections. That’s nearly twice the number registered in the previous post-presidential cycle.
Online Registrations Doubled Day-of Compared to Previous Week

States with online voter registration reported a dramatic increase in voter registration on National Voter Registration Day, registering almost 2x the amount of people compared to the previous week. Even the Monday and Wednesday on either side of the holiday saw a 40-50% boost in registrations.
National Voter Registration Day is for everyone! Our media and corporate partners make a huge difference every year by offering voter registration at their stores, engaging their employees, posting on social media, amplifying voter registration on their platforms, or contributing through monetary or in-kind donations.
By the Numbers

Premier partners are national groups spanning all sectors and play a key role in making the holiday a success. In 2021, we vastly exceeded our goal of recruitment 60 Premier Partners with 88 Premier Partners participating in the holiday.
Nonprofits are the largest group of organizations that engage in National Voter Registration Day every year. This year, 1,405 nonprofits and 7,828 staff and volunteers participated in the holiday in 2021. Nonprofits include churches, food banks, community health centers, local YMCAs, and more – organizations that shape and support our communities.
Community partners include libraries, nonprofits, co-ops, colleges and universities, high schools, local election offices, and more whose engagement makes National Voter Registration Day happen every year. For a full list of partners, visit: nationalvoterregistrationday.org/2021-partners/

**Community Partners**

13,965
Volunteers and staff

3,120
Community partners
Every year, students on college and university campuses turn out for National Voter Registration Day hosting some of the most creative events and boasting incredible numbers. This year, 423 colleges and universities signed up and 1,599 volunteers and staff worked to help make sure their peers were registered to vote.
Media Reach

1,380 / 544

Television stories  Radio stories

2,687
Total news stories
# NationalVoterRegistrationDay was the #1 trending hashtag on Twitter for 7 hours

1.3M

Impressions about National Voter Registration Day were made by our Reddit AMA (Ask Me Anything)

486,011

Unique tweets were written about National Voter Registration Day

232,297

People tweeted about National Voter Registration Day
This year, sports leagues like the NFL and the NBA joined National Voter Registration Day as premier partners, while sports teams across the country took part in the celebration both on the field and on social media.
#VoteReady

Registering to vote is just the first step in getting ready to cast a ballot on or before Election Day. After the holiday, National Voter Registration Day made #VoteReady resources available to help partners educate and mobilize voters. In doing so, we encourage our partners to take the momentum they built on National Voter Registration Day and carry it through Election Day. We share crucial information on where voters can learn more about what’s on their ballot, their polling location and hours, their options for voting, and more.

[Image of social media posts and graphics related to voting information and mobilization.]
Sector Spotlight: Voter Engagement Organizations

On the ground, the web, and across the country, organizations whose mission focus is voter engagement leverage the holiday to help people register, educate them on their options, and mobilize their communities to vote. Their tools, energy, and resources support community and premier partners engaging in National Voter Registration Day every year.
## Financials

### Program Expenses*

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries, Taxes, and Benefits</td>
<td>$267,971</td>
</tr>
<tr>
<td>Contractors and Consultants</td>
<td>$42,894</td>
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<tr>
<td>Partner Grants</td>
<td>$100,000</td>
</tr>
<tr>
<td>Event Materials and Shipping</td>
<td>$86,306</td>
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<tr>
<td>Communications and Supplies</td>
<td>$15,377</td>
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<tr>
<td>Occupancy and Other Expenses</td>
<td>$31,444</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$543,991</strong></td>
</tr>
</tbody>
</table>

* Unaudited

For tax and charitable filings, see Nonprofit VOTE, the managing partner of National Voter Registration Day.


Thanks as well to the many partners who leveraged their platforms, audiences, and more to provide in-kind support for this year’s National Voter Registration Day, costs which are not reflected above but were integral to the success of this year’s holiday.

### Functional Expenses

- **18%** Partner Grants
- **31%** Partner Recruitment, Trainings, and Support
- **17%** Communications and Publicity
- **14%** Administration and Development
- **20%** Event Posters, Stickers, and Distribution

For tax and charitable filings, see Nonprofit VOTE, the managing partner of National Voter Registration Day.
Sector Spotlight: Libraries, Co-ops, and More

Another third of the holiday’s community partners are a mix of libraries, rural electrical cooperatives and other co-ops, military and veteran organizations, high schools, government offices, and more. The breadth of partners that support the National Voter Registration Day is what makes it such a huge success and shows that democracy is better when everyone can participate.
2021 Steering Committee Members

Secretary of State Kim Wyman
Secretary of State Steve Simon
Asian and Pacific Islander American Vote (APIAVote) – Christine Chen
Civic Alliance – Natalie Tran
Colorado Elections Division – Judd Choate
Democracy Fund – Tammy Patrick
Every Library – Patrick Sweeney
Facebook – Laura Napoliello
Google, Inc. – Ramya Raghavan
Levi Strauss and Company – Alexis Bechtol
Military Officers Association of America (MOAA) – Amanda Centers
NALEO Education Fund – Arturo Vargas
National Disability Rights Network – Michelle Bishop
NRECA Co-Ops Vote – Laura Vogel
National Urban League – Alex Rias
Snap, Inc. – Sofia Gross
Twitter – Todd O’Boyle
United Way Worldwide – Lindsay Torrico
Yolo County Department of Elections – Armando Salud
Impactual – Matt Singer
Nonprofit VOTE – Brian Miller

Nonprofit VOTE Staff

Alex Veloria
Brian Miller
Caitlin Donnelly
Caroline Mak
Debi Lombardi
James Hill
Kimberley Carroll-Cox
Travis Morin

Digital Support and Tools Provided by:

Register2Vote
Rock the Vote
TurboVote
Vote.org
Into Action Lab
Save the Date!
Tuesday September 20, 2022

It’s never too early to start planning your National Voter Registration Day event for next year’s holiday and this year is special as we celebrate our 10-year anniversary!

Visit www.nationalvoterregistrationday.org for more information on how to get involved or email info@nationalvoterregistrationday.org. As always, we’ll be looking for partners across the country to help us celebrate and get all eligible Americans registered and ready to vote,
Thank You to Our Premier Sponsors!

Download the digital version of this report at nationalvoterregistrationday.org/reports